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UNITED STATES DEPARTMENT OF AGRICULTURE
DIRECTOR OF INFORMATION
WASHINGTON

October 25, 1940.

OFFICE OF INFORMATION MEMORANDUM #11

Requisitions specifying two or more colors in the printing of various types of material have come to us in increasing numbers recently. Usually for financial reasons, sometimes for policy reasons, we have been forced to alter some of them to specify one-color printing. As a result, some of the work done on the jobs before they were sent to us has been wasted.

This leads me to suggest that this Office be consulted in advance before work is started on jobs for which color printing is contemplated. This will avoid wasting any effort in the preparation of color jobs which cannot be carried on through.

The regulations of the Joint Committee on Printing state that "the Committee is of the opinion that in general printing in two or more colors, particularly as applies to covers for pamphlets, is unnecessary and constitutes a waste in public printing and binding." This regulation does not strictly prohibit color printing, but, obviously, it does mean that the use of color should be restricted to jobs where color is essential. Printing in two or more colors costs a great deal more than printing in one color. Unless it can be established beyond doubt that color is essential to the effectiveness of the job, its use is extravagant.

This Office follows the general practice of approving the use of two or more colors for printing jobs in which color is essential for greatest effectiveness, and not extravagant.

When bureau allotments are sufficient to bear the cost, the use of color will be approved for maps where color is essential to show various demarcations, for a limited number of scientific illustrations where color is indispensable in showing a true picture, for example, of disease conditions in plant or animal tissue, and for urgently needed posters, particularly those which are to be distributed on a sales basis by the Superintendent of Documents. The printing of covers and other material in two or more colors will not be approved. Color stock and inks other than black may sometimes be used.

M. S. Eisenhower,
Director of Information.

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UNITED STATES DEPARTMENT OF AGRICULTURE
DIRECTOR OF INFORMATION
WASHINGTON

January 18, 1941.

OFFICE OF INFORMATION MEMORANDUM #11

The purpose of this memorandum is to call the attention of all administrative and information heads to Department Regulation 1231.

The objective of this regulation becomes particularly important at present. Widespread discussion of changes in farm legislation and in operation of various Departmental programs is going on as a result of changes in the economies of the United States and of the world at large. Department leaders find it necessary in speeches and articles to discuss policy matters. Inevitably many speeches and articles will get into the fields of Department policy, legislation, inter-bureau policy, and interdepartmental policy, where the cross-checking service rendered by this Office under Regulation 1231 is called for.

Administrative and information heads of Department agencies are requested to make an extra effort to see that the requirements of Regulation 1231 are observed.

Morse Salisbury

Morse Salisbury
Director of Information.